



## MARICOPA COUNTY JOB DESCRIPTION

### GRAPHIC DESIGNER

**MARKET RANGE TITLE:** MEDIA SPECIALIST

**DEPARTMENT:** EDUCATION SERVICE AGENCY

**DIVISION/SECTION/UNIT:** EXECUTIVE LEADERSHIP (LOW ORG 3710)

**FLSA STATUS:** NON-EXEMPT

**CLASSIFIED/UNCLASSIFIED:** CONTRACT/UNCLASSIFIED

**SALARY:** \$19.14 – \$28.27 (\$39,811 – \$58,801)

#### PURPOSE STATEMENT

Designs, builds, develops, tests, and maintains content for print, internet and/or intranet using various graphic software applications, programming languages, and other related technology tools. Contributes to the design team's efforts to enhance the appeal of data and ensures adherence to agency branding standards and design specifications. The MCESA graphic designer is responsible for creating designs, concepts, and both comp and final layouts based on knowledge of layout principles and esthetic design concepts.

#### PRIMARY INDICATORS/DUTIES:

The Primary Indicators/Descriptors include, but are not limited to:

- 1.0 **Establish look and feel in design and concepts that consistent conveys MCESA's Vision, Mission and Goals. Standard 1 & 2**
  - 1.1 Establish overarching strategy for establishment and maintenance of design and concepts that advance MCESA and MCESA program vision, mission and goals
  - 1.2 Aligns the short- and long-term plans for his or her work to MCESAs vision.
  - 1.3 Uses a variety of data to design and create content that communicates MCESA's Vision, Mission and Goals.
- 2.0 **Develop structures to support content experts in moving through the production environment. Standard 3**
  - 2.1 Prepares work to be accomplished by gathering information and materials.
  - 2.2 Utilizes ubiquitous technologies for content collaboration and communication prior to production.
  - 2.3 Stays abreast of the factors (educational, political, economic, and social) in the community that impact the educational system.
  - 2.4 Maintains a collaborative work environment by facilitating feedback loops throughout the production process.
  - 2.5 Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
  - 2.6 Obtains approval of concept by submitting rough layout for approval.
  - 2.7 Prepares finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors.

2.8 Prepares final layout by marking and pasting up finished copy and art.

**3.0 Study information in order to determine the most effective communication medium and production tools. Standard 5**

- 3.1 Maintains an operational knowledge of best-in-class tools.
- 3.2 Advises content experts on most effective medium to communicate the message.
- 3.3 Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment.
- 3.4 Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
- 3.5 Skilled in working with a wide variety of graphic file formats including: ai, psd, indd, jpeg, png, eps, tiff and pdf. Familiarity with Blender or other 3D applications, as well as Apple Pages, a plus. Knowledge of Macintosh operating system helpful.
- 3.6 Develop digital graphics and layouts for various print products, illustrations, logos, posters, signs, email blasts, booklets, pamphlets and Internet websites.
- 3.7 Retouch and repurpose both original and stock photography images.
- 3.8 Develop engaging PowerPoint presentations.

**4.0 Preparing finished products for distribution through multiple channels. Standard 7 & 9**

- 4.1 Completes projects by coordinating with outside agencies, art services, printers, etc.
- 4.2 Stays current on electronic distribution options.
- 4.3 Archives all products in multiple formats which allow content experts to update and re-submit for production.
- 4.4 Work both independently and within a group on multiple projects at once, take direction and proof own work.
- 4.5 Produces communication that is clear, correct, and appropriate to the audience.
- 4.6 Maintain and update all digital asset collections for the Agency, ensuring proper file naming conventions and backup procedures are met. Possibly assist in creation of a rigorous Digital Asset Management system for digital assets.
- 4.7 Ensures that goals are achieved with a high level of customer satisfaction for both internal and external customers.
- 4.8 Ensures collaboration and promotes a high-functioning, professional learning team.

**REPORTING STRUCTURE**

**A. Supervision Received:** Director of Communication and Learning Systems

**B. Supervision Exercised:** None

**QUALIFICATIONS\***

**A. Minimum education and/or experience:**

- Bachelor's degree in Graphic Design, Web Design, Marketing, Media Production or related field.
- Three to five years of public or private sector experience with ascending responsibility.

**B. Other combinations of education, experience, or training that may be considered in substitution for the minimum requirements:**

- Experience or training that may be considered substitution for the minimum requirements.

**C. Preferred education and/or experience:**

- Knowledge of or experience in public education processes, issues and school systems.
- Background in positions such as web design, video production, and/or photography.

**D. Knowledge, Skills, and Abilities:**

- Expert level proficiency in Adobe Creative Suite, including vector graphic techniques in Illustrator; retouching, typographic treatment and photo manipulation in Photoshop; and page layout and design for both internal and outside print production in InDesign.

**E. Specialized training, certifications, or other special requirements:**

**F. Preferred special requirements:**

**G. Special working conditions:**

\*Degrees/credits must be from an academically accredited college or university as recognized by the U.S. Department of Education (USDE) or the Council for Higher Education (CHEA)